

A program guide system is provided in which local advertisements may be distributed to interactive television program guides implemented on the user

5 television equipment associated with a television
distribution facility such as a cable system headend.
The local advertisements contain information that is
directed toward the particular users in a local area.
The local advertisements may be displayed when a user
10 selects a related global advertisement. The local
advertisements may also be displayed automatically by
cycling global advertisements and local advertisements.
Advertisements may be blocked based on content or time
shifted. Policies regarding advertisement usage may be
15 enforced.